

## THE RELATIONSHIP BETWEEN SERVICE QUALITY PERCEPTIONS AND EXPECTATIONS IN SPORTING EVENTS WITH LOYALTY OF ESTEGHLAL TEAM FANS

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### ABSTRACT

In today very competitive market, achieving customer loyalty has become a key point for organizations management. In the field of sport, team loyalty is equal to consumer loyalty in the supply market. This study aimed to determine the relationship between service quality perceptions and expectations with fans loyalty. The current research method is descriptive, survey method and in term of purpose is an applied type. The study population consisted of Esteghlal team fans. Identifying items of evaluating variables, the questionnaire contains 64 questions with a five-point Likert scale was designed to collect data. Cronbach's alpha coefficient was calculated 0.91 in a preliminary study based on the 25 questionnaires. After ensuring reliability and validity of scales designed according to our calculations, questionnaires with a sample size of 700 people were distributed in random sampling. After analyzing the data using Pearson correlation and regression coefficient, the results indicated a significant positive relationship between the variables of service quality perceptions, expectations and fans loyalty. In addition, the study suggested that the service quality perceptions and expectations in sporting event predict fans loyalty of Esteghlal team.

**Key words:** service quality, expectations, brand loyalty

## LA RELACIÓN ENTRE LA PERCEPCIÓN DE LA CALIDAD DE SERVICIO Y LAS EXPECTATIVAS EN EVENTOS DEPORTIVOS CON FIDELIDAD DE LOS AFICIONADOS DEL ESTEGHLAL

### RESUMEN

En los mercados competitivos actuales, conseguir la fidelidad del cliente se ha convertido en un punto clave para un departamento administrativo de cualquier organización. En el ámbito deportivo, la fidelidad a un equipo es equiparable a la fidelidad de un cliente en un mercado de abastos. Este estudio tiene el objetivo de determinar la relación entre la percepción de calidad de servicio y las expectativas con la fidelidad de los aficionados. El método del presente estudio es descriptivo, el método de encuesta y el propósito es una investigación aplicada. La muestra del estudio está formada por aficionados del Esteghlal. Identificando los elementos de las variables de evaluación, el cuestionario consta de 64 preguntas con una escala Likert de cinco puntos, diseñada para recopilar los datos. El coeficiente del alfa de Cronbach fue calculado como 0.91 en un estudio preliminar basado en 25 cuestionarios. Después de garantizar la fiabilidad y la validez de las escalas diseñadas de acuerdo a nuestros cálculos, los cuestionarios con un tamaño de muestra de 700 personas fueron distribuidas aleatoriamente. Después de analizar los datos usando la correlación de Pearson y el coeficiente de regresión, los resultados indicaron una relación significativa positiva entre las variables de percepción de calidad de servicio, expectativas y fidelidad de los aficionados. Además, el estudio sugiere que las percepciones de la calidad de servicio y las expectativas en eventos deportivos preciden la fidelidad de los aficionados del Esteghlal.

**Palabras clave:** calidad de servicio, expectativas, fidelidad a la marca

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## INTRODUCTION

Today, the efficiency and effectiveness of the organization's processes is the speech of day. Scientific studies have replied to this question that how we can improve the effectiveness of the organization's processes. Scholars believe that one way to increase organizational efficiency, improve service quality and its purpose, meeting the demands and expectations of our customers (khayat-zadeh Mahaney, 1382). In previous literatures, scholars had a strong focus on the effect of quality on loyalty and claimed that people's perceptions of quality could affect their future buying. Later, other researchers believed that the quality of goods can lead to customer satisfaction and thereby affect loyalty. Richald (1996) published a book titled "The effect of loyalty" which showed that customer satisfaction is not the only factor that ensures loyalty. So, this question was raised that what predicts the customer loyalty? In response to this question, Neal (2005) showed the exact answer is value (Huang, 2008). Loyalty can be defined as personal dependence on particular groups of brands and companies (Katler et al., 1989). Companies that their consumers have an intense loyalty toward them able to gain competitive advantages in their marketing as the following:

1. Reduce companies marketing costs
2. Increasing the sales rate of other commodities
3. More advantage from word-of-mouth marketing
4. Reduce the probability of failure

Gladden, Milne and Sutton (1998) stated that brand loyalty increase ticket sales, donations and gifts and improves the atmosphere in the stadium. Hence, many sports organizations in the field of brand creation and marketing are trying to maintain it. Teams, sports clubs, federations, National Olympic Committees and the International Olympic Committee are including these organizations (Roos, 2003). A team with loyal fans can be sure that its matches are considered. Also, scholars assert that 20% of football fans produce 80% of revenue in sport (Mullin, Hardy and Sutton, 2000). Customer's loyalty is important for a variety of leisure activities and can have a significant impact on the organization's long-term financial success and position (Sajjad, Khabiri and Golriz, 1392). Thus, given the consequences that loyalty can have especially on sport economy, identify the factors affecting it seems necessary. Therefore the main question of this study is to determine the relationship between service quality perception and expectations at sporting events with loyalty of Esteghlal team.

In Iran, the share of the service sector of e economy is 48% and more than ten million people are employed in this sector. Since customers and consumers are always looking for suppliers who supply goods or services better than them, managers of such organizations should have special attention to the important

role of employees in ensuring quality services, customer satisfaction and loyalty.

In general, multiple and diverse definitions of quality are provided. Quality is defined as the degree to which a product is matching customer expectations and provided specifications (Rosta et al., 1385). Previously, customers were only think of finding customer and sales team were looking for hunting new customers; however in today's perspective, marketing means growing customer and attention to his or her satisfaction and quality from his or her perspective. Finally, today the art of marketing is that customers associate with each other inside organizations and became organization's supporters and fans outside. Nowadays, commit the customer has found a special place (Drake, 2010). The overall objective of this study is to determine the relationship between service quality perception and expectations in sporting events with loyalty of Esteghlal team fans. Other objectives of this study are: 1. determine the relationship between service quality perceptions with expectations in sporting events of Esteghlal team fans, 2. determine the relationship between service quality perceptions with loyalty of Esteghlal team fans, 3. determine the relationship between expectations in sporting events and loyalty of Esteghlal team fans.

Internal and external studies which are in line with current research can be mentioned the following:

Keli and the Trolli (2013) offered the nine factors model of service quality which contains an exploratory factor analysis with 35 serving feature. These nine factors were including personnel, Price, access to credit scores, fans ease, game experience, play time, rest and smoking. Researchers have not provided any information about the internal reliability of 9 dimensions of quality services.

According to Lam et al. (2012), customer satisfaction is defined based on optimum performance, that is, customer satisfaction is judgment based on sports services or service components followed by the desired level of satisfaction related to higher optimum performance and spectator or participant higher satisfaction. What is simply acceptable and perhaps the key point about the difference between the two types of evaluation. Whereas, experience is dependent on the satisfaction, the service quality is not dependent on the experience. It means that a person to consent or not in the case of sporting goods have to experience it, however for the concepts of quality, experience is not necessary.

Sun and Gishly (2010) have approved positive relationship and significant impact of perceived quality on customer loyalty. They suggest that perceived quality is an important criterion for judging the customer and perceive high quality resulting customer return.

Asgarian and Mjdany (1393) in an article entitled "The effect of service quality dimensions on satisfaction of current sport tourists" concluded that generally, athletes, access quality and residence quality had significant effects on satisfaction and access quality with standardized coefficient of 0.438 had the greatest effect on satisfaction. In the domestic athletes, just access quality had a significant effect on satisfaction. In the foreign athletes, the access quality and residence quality had a significant effect on satisfaction which quality with standardized coefficient of 0.501 had the greatest effect on satisfaction. Also, the satisfaction rate had a significant effect on desire to return of sport tourists, that the overall standardized effect of satisfaction rate on desire to return is equal to 0.654. Therefore, we can say that each of the dimensions listed in the results had specific effect on tourists' satisfaction, which should be considered specifically about domestic and foreign tourists. Tejari and Hosseinzadeh (1393) in an article entitled "Study service quality gap (physical factors) offered and expected by Kohgiluyeh and Boyer-Ahmad sport and youth administration" used Wilcoxon test to analyze the data in the study. According to the results, the most negative gap was obtained in the services quality of physical factors. This study confirms the importance of accountability in the Youth and Sport Department and could be effective in directing organizational activities to improve the quality of physical services in the Youth and Sport Department.

According to literature review, the researchers have different definitions of services loyalty which categorized in three models of a, b, c:

In the model a, (quality, value, satisfaction) models, the effect of intermediate factors of service quality and perceived value on loyalty are examined.

In Model b, (relationship- quality) models, trust and commitment factors are paid attention and it is confirmed that there is a reasonable relationship between loyalty and relationship factors and their effect on loyalty examined.

In the c model (relational benefits), the personal benefits customers obtain from providing services are confirmed and social effects associated with customer loyalty. Each one of relational benefits is essential in understanding the faithfulness of services, but there is still a lack of an integrated model. In the study performed, three variables: service quality, expectations and loyalty have been examined, because studies indicate that these three variables together have not been studied in this research. It is expected that, behavioral loyalty have been a function of attitudinal loyalty directly, a function of expectation directly and are characterized by service quality.

Now, the test hypothesis will be discussed and all hypotheses of this study and their statistical results are presented below:

Hypotheses of this study including:

1. There is a relationship between service quality perception and expectations in sporting events with loyalty of Esteghlal team fans.
2. Service quality perception and expectations in sporting events predicts loyalty of team fans.
  - a) There is a relationship between service quality perceptions with attitudinal loyalty of Esteghlal team fans.
  - b) There is a relationship between service quality perceptions with behavioral loyalty of Esteghlal team fans .
  - c) There is a relationship between expectations in sporting events and attitudinal loyalty of Esteghlal team fans.
  - d) There is a relationship between expectations in sporting events and behavioral loyalty of Esteghlal team fans.
  - e) There is a relationship between service quality perceptions with expectations in sporting events.

#### METHOD

The current research method is correlation and in a term of purpose is an applied research type. The statistical population including an unlimited community of Esteghlal team fans in the Premier League. Sampling is selected by sending a questionnaire randomly to 700 people among the spectators at stadiums (Tehran's Azadi). A literature review on the research subject as well as referring computer and internet information center and other scientific and research centers of the country, it was found that there are standard questionnaires in the area of studies variables; therefore, pre-made questionnaire are localized, while designing.

TABLE 1  
Combine questionnaire questions.

Questionnaire	Variables	Questions
questionnaire fans loyalty	Attitudinal loyalty	1-14
	Behavioral loyalty	15-19
Expectations standard questionnaire		1-5
Service quality standard questionnaire		1-40
<b>Total</b>		<b>64</b>

In order to calculate the reliability of questions, the numbers of 25 members of the community are selected and questionnaires were presented to them. These members include 12 experts in the field of sport, 10 university professors, 3 PhD students in proportion to distribution in the society. It should be noted that these people are not used in the subsequent sampling. At this

point, they are asked to complete the questionnaire and return them to the investigator.

## RESULTS

After collecting the questionnaires, primary reliability coefficient of variables using Cronbach's alpha statistical method are obtained according to Table 2. According to this factor could be concluded that the questionnaire has valid reliability.

TABLE 2  
Output of SPSS software to calculate Cronbach's alpha.

Variable	Reliability of standard questionnaire	Reliability of research questionnaire
Service quality	0/95	0/912
Fans loyalty	0/90	0/907
Expectations	0/88	0/909

In Table 3, mean, standard deviation, all research variables are expressed.

TABLE 3  
Descriptive statistics of research variables.

Variable	Number	Mean	Standard deviation
Service quality	700	3/72	0/387
Expectations	700	3/75	562/0
Attitudinal loyalty	700	3/70	437/0
Behavioral loyalty	700	3/54	660/0
Loyalty	700	3/66	442/0

Kolmogorov-Smirnov test for normality of variables also are used. The results are shown in Table 4.

TABLE 4  
Descriptive statistics of research variables.

Factor	Significant level	Error value	Hypothesis confirmation	Results
Service quality	689/0	05/0	H0	Normal
Expectations	189/0	05/0	H0	Normal
Attitudinal loyalty	082/0	05/0	H0	Normal
Behavioral loyalty	073/0	05/0	H0	Normal

According to the above table, because significant level for all components is greater than error values of 0.05, these variables are normally distributed.

First hypothesis: there is a simple relationship between service quality perceptions, expectations in sporting events and loyalty.

TABLE 5  
Results of Pearson correlation coefficient for the main hypothesis.

Variables	Pearson correlation	
	r	Sig
Service quality	0/937	0/00
Loyalty		
Expectations	0/820	0/00
Loyalty		
Service quality	0/788	0/00

\* Correlation is significant at significant level of 0.01 (two domain). N=700

The table results suggest that a significant level related to Pearson correlation coefficient to evaluate the hypothesis  $H_0$  for the main hypothesis raised which is equal to 0.000 and is smaller than 0.01 (sig <0.01). Thus, in the confidence level of 99%, statistical null hypothesis is rejected and the alternative hypothesis ( $H_1$ ) is confirmed. As a result, it can be said that "there is a simple relationship between service quality perceptions and expectations in sporting events and loyalty ". Also, the correlation between the variables of service quality and loyalty as well as the expectations and loyalty is positive. Therefore, considering correlation coefficient, the higher the quality of service and expectations change (increase or decrease), fans loyalty will also change.

a) There is a relationship between service quality perceptions with attitudinal loyalty of Esteghlal team fans.

Results of testing hypothesis are as Table 6:

TABLE 6  
Results of Pearson correlation coefficient for the main hypothesis.

Variables	Pearson correlation	
	r	Sig
Service quality perceptions	0/849	0/00
Attitudinal loyalty		

The table results suggest that a significant level related to correlation coefficient to evaluate the hypothesis  $H_0$  for the main hypothesis raised is equal

to 0.000 which is smaller than 0.01 (sig <0.01). Thus, at the confidence level of 99%, statistical null hypothesis is rejected and the alternative hypothesis ( $H_1$ ) is confirmed. As a result, it can be said that "there is a significant relationship between service quality perception and attitudinal loyalty". As well as the correlation coefficient observed in the table, 0.849 indicating that the correlation between these two variables (service quality and attitudinal loyalty) is positive.

To examine the relationship between service quality perception with behavioral loyalty of fans, Pearson correlation test is used. The hypothesis is as follows:

b) There is a significant relationship between service quality perception and behavioral loyalty of Esteghlal team fans.

Results of testing hypothesis are as Table 7:

TABLE 7  
Results of Pearson correlation coefficient for secondary hypothesis 2.

Variables	Pearson correlation	
	r	Sig
Service quality perceptions	0/811	0/00
Behavioral loyalty		

\* Correlation is significant at significant level of 0.01 (two domain). N=700

The table results suggest that a significant level related to correlation coefficient to evaluate the hypothesis  $H_0$  for the main hypothesis raised is equal to 0.000 which is smaller than 0.01 (sig <0.01). Thus, at the confidence level of 99%, statistical null hypothesis is rejected and the alternative hypothesis ( $H_1$ ) is confirmed. As a result, it can be said that "there is a significant relationship between service quality perception and behavioral loyalty of Esteghlal team fans ". As well as the correlation coefficient observed in the table, 0.849 indicating that the correlation between these two variables (service quality and behavioral loyalty) is positive. Therefore, considering correlation coefficient, the higher the quality of service changes (increase or decrease), fans loyalty will also changes.

To examine the relationship between expectations in sporting events and fans attitudinal loyalty, Pearson correlation test is used. The hypothesis is as follows:

c) There is a significant relationship between expectations and attitudinal loyalty of Esteghlal team fans.

Results of testing hypothesis are as Table 8:

TABLE 8  
Results of Pearson correlation coefficient for secondary hypothesis 3.

Variables	Pearson correlation	
	r	Sig
Expectations	0/811	0/00
Attitudinal loyalty		

\* Correlation is significant at significant level of 0.01 (two domain). N=700

The table results suggest that a significant level related to correlation coefficient to evaluate the hypothesis  $H_0$  for the main hypothesis raised is equal to 0.000 which is smaller than 0.01 (sig <0.01). Thus, at the confidence level of 99%, statistical null hypothesis is rejected and the alternative hypothesis ( $H_1$ ) is confirmed. As a result, it can be said that "there is a significant relationship between expectations in sporting events and attitudinal loyalty of Esteghlal team fans ". As well as the correlation coefficient observed in the table, 0.811 indicating that the correlation between these two variables (expectations in sporting events and attitudinal loyalty) is positive. Therefore, considering correlation coefficient, the higher the expectations changes (increase or decrease), and fans attitudinal loyalty will also changes.

To examine the relationship between expectations in sporting events and fans behavioral loyalty, Pearson correlation test is used. The hypothesis is as follows:

- d) There is a significant relationship between expectations and behavioral loyalty of Esteghlal team fans.

Results of testing hypothesis are as Table 9:

TABLE 9  
Results of Pearson correlation coefficient for secondary hypothesis 4.

Variables	Pearson correlation	
	r	Sig
Expectations	0/581	0/00
Behavioral loyalty		

The table results suggest that a significant level related to correlation coefficient to evaluate the hypothesis  $H_0$  for the main hypothesis raised is equal to 0.000 which is smaller than 0.01 (sig <0.01). Thus, at the confidence level of

99%, statistical null hypothesis is rejected and the alternative hypothesis ( $H_1$ ) is confirmed. As a result, it can be said that "there is a significant relationship between expectations in sporting events and behavioral loyalty of Esteghlal team fans ". As well as the correlation coefficient observed in the table, 0.581 indicating that the correlation between these two variables (expectations in sporting events and attitudinal loyalty) is positive. Therefore, considering correlation coefficient, the higher the expectations changes (increase or decrease), and fans behavioral loyalty will also changes. To examine the relationship between service quality perceptions with fans expectations in sporting events, Pearson correlation test is used again. The hypothesis is as follows:

- e) There is a significant relationship between service quality perceptions with expectations of Esteghlal team fans.

Results of testing hypothesis are as Table 10:

TABLE 10  
Results of Pearson correlation coefficient for secondary hypothesis 5.

Variables	Pearson correlation	
	r	Sig
Service quality perceptions	0/788	0/00
Expectations		

\* Correlation is significant at significant level of 0.01 (two domain). N=700

The table results suggest that a significant level related to correlation coefficient to evaluate the hypothesis  $H_0$  for the main hypothesis raised is equal to 0.000 which is smaller than 0.01 (sig <0.01). Thus, at the confidence level of 99%, statistical null hypothesis is rejected and the alternative hypothesis ( $H_1$ ) is confirmed. As a result, it can be said that "there is a significant relationship between service quality perceptions with expectations in sporting events ". As well as the correlation coefficient observed in the table, 0.788 indicating that the correlation between these two variables (service quality perceptions with expectations) is positive. Therefore, considering correlation coefficient, the higher the service quality changes (increase or decrease), and fans expectations will also changes.

2. Service quality perceptions and expectations in sporting events predict fans loyalty.

Now, multiple correlations between the variables are examined. In the first step, it is assumed that fans loyalty has effect on service quality perceptions and expectations. The regression results as Table 11 are obtained:

TABLE 11  
Results of multiple regression analysis of service quality  
and expectations with fans loyalty.

Criterion variable	Predictor variables	Multiple correlation MR	Determination coefficient RS	F ratio P probability	Regression coefficient
<b>Loyalty</b>	<b>Service quality</b>	0/59	0/32	F= 3/02 P=0/00	$\beta=0/214$ t=38/74 p=0/00
	<b>Expectation</b>	0/61	0/37	F= 3/12 P=0/00	$\beta=0/054$ t=10/73 p=0/00

The results obtained from examining regression model, the relationship between the three variables is provided in Table 11. Standard beta coefficient between the two variables of service quality and fans loyalty is obtained 0.214. The value of t statistic is obtained 38.74 indicating that the observed correlation is significant. Thus, service quality has a direct effect on fans loyalty with confidence interval of 95%. On the other hand, standard beta coefficient between the two variables of expectations and fans loyalty is achieved 0.054. Also, the value of t statistics is obtained 10.73, indicating that the observed correlation is significant. Thus, expectations have direct effect on fans loyalty with confidence interval of 95%.

Step Two: Now, we should examine is service quality has effect on expectations? Therefore, regression analysis is repeated for the second time. The results are described in Table 12:

TABLE 12  
Results of multiple regression analysis of service quality with expectations.

Criterion variable	Predictor variables	Multiple correlation MR	Determination coefficient RS	F ratio P probability	Regression coefficient
<b>Service quality</b>	<b>Expectations</b>	0/59	0/32	F= 1/144 P=0/00	$\beta=0/788$ t=33/82 p=0/00

The results show that the standard beta coefficient between the two variables of service quality and expectations is obtained 0.788. The value of t-

statistic is obtained 33.82 indicating that the observed correlation is significant. Thus, service quality has direct effect on expectations with confidence interval of 95%.

#### DISCUSSION AND CONCLUSIONS

This study aimed to determine the relationship between service quality perceptions and expectations with fans loyalty. The current research method was descriptive, a survey method with an applied research objective. The study population consisted of Esteghlal team fans. A questionnaire contains 64 questions with five-point Likert scale was designed to collect data with identifying measure factors of research variables. In a preliminary study, Cronbach's alpha coefficient was calculated 0.91 based on the 25 questionnaires. After ensuring reliability and validity scales designed according to calculations, a questionnaire in a sample size of 700 people were distributed to random sampling. After analyzing the data using Pearson correlation and regression coefficient, results indicate a significant positive relationship between the variables of service quality perceptions, expectations and fans loyalty. In addition, the study suggested that the service quality perceptions and expectations in sporting events predict loyalty of Esteghlal team fans. The results showed that, there is a simple relationship between service quality perceptions and expectations in sporting events with loyalty of Esteghlal team fans. Pearson significant test results showed that there is a significant and positive relationship between service quality perceptions and expectations with fans loyalty. Thus, it can be concluded that service quality perceptions and expectations affects fans loyalty and whatever service quality perceptions and expectations have been more or less, loyalty also changes. Sun and Gyshley (2010) had confirmed a positive and significant relationship between perceived quality on customer loyalty. They suggested that perceived quality is an important criterion for judging the customer and high quality perceptions resulting customer return. The findings of this hypothesis is consistent with the findings of researchers like: Cronin et al. (2000); Dabholkar (2000); Mittal Vekamora (2001); Vijaya (2008); Wilkins (2010), Yang and Cheng (2010) who believe that there is a positive relationship between service quality perceptions and loyalty. Also Disc and Basu (1994) believe that building loyalty in customers is a concept that has been paid more attention in today's businesses, because loyal customers came into the main components of success. No business other than state-monopoly organizations, cannot survive without loyal customers. Since, the customers' expectations are constantly increasing; companies are required to satisfy their expectations beyond the primary needs of customers and alternate their focus from customer satisfaction to loyalty and trust by creating long-term, mutually profitable connection for both sides. Lee

et al (2010) described the Perceived service quality as the general opinion and attitude associated with service excellence and believed that attention to service quality is a reflection of the rate and direction of the difference between perception and customer expectations.

Another result of the present study was that there is a relationship between service quality perceptions with attitudinal loyalty of Esteghlal team fans. Pearson significant test results showed that there is a significant and positive relationship between service quality perceptions with attitudinal loyalty of fans. Thus it can be concluded that, the service quality perceptions affects attitudinal loyalty and whatever attitude service quality perceptions have been more or less, attitudinal loyalty. The findings of this hypothesis is consistent with findings of researches as Borhani (1993) and Omar et al (2010) who believe that; providing quality services by the organization and its reputation creates a positive attitude from a brand in customers' minds and thus, increasing the satisfaction and loyalty. It was also found that there is a significant and positive relationship between service quality perceptions with behavioral loyalty of Esteghlal team fans. Thus it can be concluded that the service quality perceptions affects behavioral loyalty and whatever service quality perceptions have been more or less, behavioral loyalty also changes. The findings of this hypothesis is consistent with the findings of researches such as Borhani et al (1991), Peterson (2001) which believe that, whatever the service quality have been high, the possibility of repurchase and customers and fans return increases. The results of Pearson significant test showed that there is a significant and positive relationship between expectations in sporting events and behavioral loyalty of fans. Thus it can be concluded that expectations affects behavioral loyalty and whatever expectations have been more or less, behavioral loyalty also changes. The findings of this research is consistent with the findings of researches such as Dutta (2009) which believes that understanding customers' expectations in order to satisfy their needs and providing appropriate services and even beyond, for service organizations is inevitable and according to Fringtoon et al (2009) it would have positive outcomes such as customers return, increase frequency of purchase and in general guarantee their behavioral loyalty. Since providing service quality directly related to the loyalty of fans, so it can be recommended to Esteghlal team that by identifying the permanent supporters and fans with sending gifts, giving loyalty card as well as giving discounts and special services to card holders, hold associations and special celebrations maintain and increase the loyalty of their fans. Since providing higher service quality increases behavioral loyalty and attracting new fans, it can be recommended to club manager to increase the quality of services such as reception, equipment preparation, exercise and nutrition advice and make a positive effect on customer loyalty. All

of this will ultimately affect positively on the future behavior of them namely intention to attend and buying services and attracting new fans. In the future researcher, following issues can be considered: In this study, the relationship between loyalty and service quality and expectations have been investigated and future researchers can examine the relationship between each dimension of service quality with loyalty and expectations. Also, the study population of this research was Esteghlal team fans of Tehran and to future researchers recommended to investigate and examine this subject among fans of other teams and other cities.

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